



WHAJ-FM  
◆104.5 FM

WHKX-FM  
◆106.3 FM

WHQX-FM  
◆107.7 FM

WKQY-FM  
◆100.9 FM

WKQY-FM  
◆100.1 FM

WHIS-AM  
◆1440 AM

WTZE-AM  
◆1470 AM

WKEZ-AM  
◆1240 AM

WBDY-AM  
◆1190 AM

April 28<sup>th</sup>, 2008

The proposed regulations by the FCC on "Broadcast Localism" by adopting its NPRM are a huge step backwards for the entire broadcast industry. The radio industry has huge challenges ahead of it in the future and to be forced to divert back to operating the way we did some 25 years ago is absurd.

In today's ever changing business climate all businesses must look for ways to offer better products and at the same time keep operating expenses to a minimum. If the proposed rules changes take place then a lot of stations will be forced to shift employee duties in order to cover the new changes. This could greatly affect the quality of product offered to listeners. This would equate to lost revenue for the stations.

The requirement of main studios to be physically located in a stations community of license would be the most costly of all. For radio groups as big as ours we would have to spend hundreds of thousands of dollars to meet this requirement. The long term effect of such spending would be devastating to our business. Basically we would be forced to lay off all disc jockeys and offer nothing but syndicated programming in order to handle the expense. There again we would be offering a product that is worth less and once again we would be forced to deal with a shrinking profit margin.

All in all the proposed NPRM is not designed to move broadcast media to the next level. It simply moves everything back 25 years and in turn the radio listeners will suffer because they will receive a product that is not as technically advanced as it could be.

Sincerely,



Danny Clemons  
Vice President/Market Manager  
Adventure Communications Inc.  
Bluefield WV

*Reaching Listeners of All Ages & Lifestyles*

Triad Broadcasting Company, LLC • 900 Bluefield Avenue • Bluefield, WV 24701 • (304) 327-7114 • Fax: (304) 325-7850